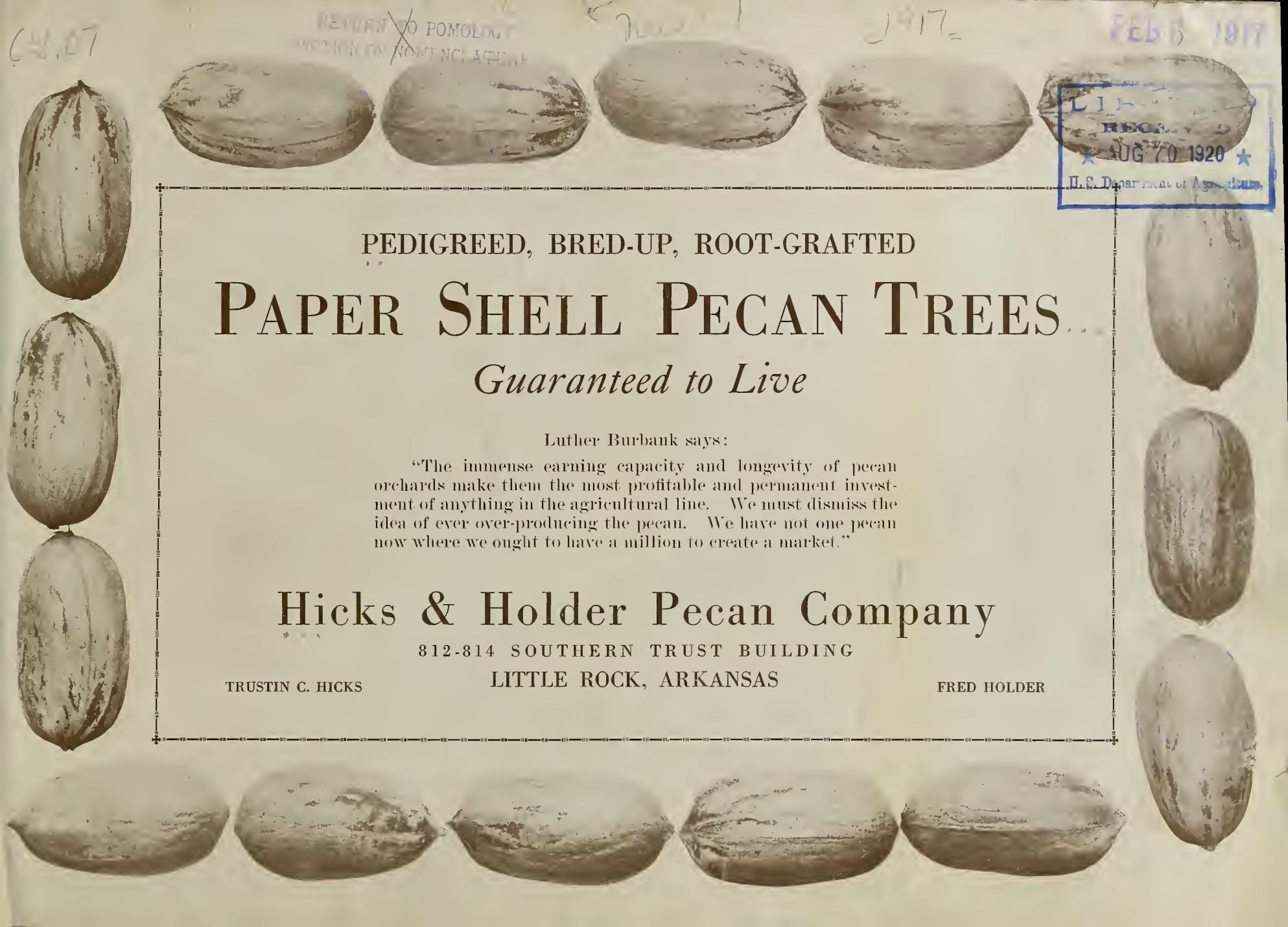


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PEDIGREAED, BRED-UP, ROOT-GRAFTED

# PAPER SHELL PECAN TREES...

*Guaranteed to Live*

Luther Burbank says:

"The immense earning capacity and longevity of pecan orchards make them the most profitable and permanent investment of anything in the agricultural line. We must dismiss the idea of ever over-producing the pecan. We have not one pecan now where we ought to have a million to create a market."

Hicks & Holder Pecan Company

812-814 SOUTHERN TRUST BUILDING

LITTLE ROCK, ARKANSAS

TRUSTIN C. HICKS

FRED HOLDER

TABLE SHOWING FOOD VALUE OF PECANS AND  
OTHER ARTICLES OF FOOD.

From United States Agricultural Year Book 1906.

	Refuse (Shell, etc.)	Water	Protein	Fat	Sugar	Starch Fiber	Ash	Fuel Value Calories
Pecans.....	50.10	3.4	12.1	70.7	8.5	3.7	1.6	3,300
English Walnuts.....	58.80	3.4	18.2	60.7	13.7	2.3	1.7	3,075
Peanuts.....	27.04	7.4	29.8	43.5	14.7	2.4	2.2	2,610
Round Steak.....	65.5	19.8	13.6	.....	.....	.....	1.1	950
Wheat Flour.....	12.0	11.4	1.0	74.8	.3	.5	1.650	
Potatoes.....	20.00	78.3	2.2	.1	18.0	.4	1.0	385
Eggs, Boiled.....	11.20	65.0	12.4	10.7	.....	.....	.7	680
Bread, White.....	35.3	9.2	1.3	52.6	.5	1.1	1.215	
Apples.....	25.00	84.6	.4	.5	13.0	1.2	.3	290
Raisins.....	10.00	14.6	2.6	3.3	73.6	2.5	3.4	1,605
Cheese.....	27.4	27.7	36.8	4.1	.....	.....	4.0	2,145

You will note that the pecan leads this list, and it leads all other units in fat and calories of energy-producing value. The demand for the pecan at present is not a "drop in the bucket" compared to what it is certain to be in the future.

TABLE SHOWING ESTIMATED YIELDS OF PECAN GROVES  
BASED ON ACTUAL YIELDS OF GROVES.

(Five-year trees at transplanting. Grafted from bearing trees.)

Age From Planting	Pounds per Tree	Net per Acre 17 Trees
5 years	1 to 3 pounds	\$ 8.50 to \$ 25.50
6 years	3 to 7 pounds	25.50 to 59.50
7 years	7 to 15 pounds	59.50 to 127.50
8 years	15 to 20 pounds	127.50 to 170.00
9 years	20 to 30 pounds	170.00 to 255.00
10 years	30 to 50 pounds	225.50 to 425.00
11 years	50 to 60 pounds	425.00 to 510.00
12 years	60 to 75 pounds	510.00 to 637.50
13 years	75 to 80 pounds	637.50 to 680.00
14 years	80 to 100 pounds	680.00 to 850.00
15 years	100 to 200 pounds	850.00 to 1,700.00
20 years	200 to 300 pounds	1,700.00 to 2,550.00

10 acres at 10 years old would net at least \$ 2,250.00 per year.

40 acres at 10 years old would net at least \$ 9,020.00 per year.

100 acres at 10 years old would net at least \$22,500.00 per year.

FEB 6-1917

# THE PECAN INVESTMENT IN A NUTSHELL

**F**IVE-YEAR root system pecan trees grafted with bearing wood begin to bear five years after planting.

You don't lose the use of your land. Plant almost any crop for ten years, then plant orchard grass and you have an ideal pasture.

Do not be afraid that your pecans will be stolen. Even if necessary to put a guard night and day in your grove during the ripening and gathering period of about two weeks, the expense would be very, very small compared to the income.

At the present rate of planting (about the same during the last ten years) it will be several decades before the *present* demand can be supplied; and note this, the known demand for the fancy pecans is increasing many times faster each year than the supply is increasing. Should we worry about over-production?

Pecan groves pay as high as \$1,000.00 and more per acre per year.

You would not sell your pecan grove for a thousand dollars per acre at ten years after planting, because you would be receiving a return of much more than 20 per cent per annum on this valuation, and the value of the grove, as well as the income, would continue to increase for fifty years.

The pecan grove investment is the nearest permanent that can be made. Pecan trees live and bear for hundreds of years.

Do you know any other way you can increase the value of your land to \$1,000.00 per acre in ten years?

Pecan trees require less care and have fewer enemies than any other productive tree.

When you buy pecan trees from us, you are guaranteed of success. We superintend the planting of orders for ten acres or more, and guarantee the trees to live or we replace without charge to you. We guarantee the trees to bear true to the varieties selected. We inspect our plantings each year and give advice and information as to care and development of your grove,

as your success means our success. Do you know any other pecan people who do this?

Our trees live. Out of the many thousands of trees we planted in Arkansas last season, the loss of trees from all causes was less than 5 per cent. We replace these without cost to our patrons.

We own the largest grove in Arkansas—over a thousand trees. We will continue planting a minimum of a thousand trees each year on our own land as a permanent investment.

We have in Arkansas one of the largest nurseries in the South, and as far as we know the only pecan nursery in the State. We grow nothing but pecan trees. We sold over 90 per cent of the pecan trees sold in Arkansas last year.

References: Read the letters quoted herein, or write any bank in Little Rock.

## HIGHEST TYPE INVESTMENT.

The pecan grove investment is not only the most profitable investment in the agricultural or horticultural line, but it is safe and permanent.

"Banks may break, gold mines may play out, fires may destroy, or floods devastate, while a pecan tree will go right on producing a delicious food for the posterity of the wise man who planted it. This is not all. Thieves cannot steal a pecan orchard; it cannot be squandered by a dishonest employee; it will not run away, and if properly treated, it rarely goes on a strike. All this should prove our case, but more evidence is available in the fact that a pecan orchard increases in value as the years go by, while the reverse is true of nearly all other investments. In manufacturing lines, there is constant depreciation in the value of the plant, with overhead charges going on regularly should the plant become idle. Buildings begin to decay as soon as constructed, and last for only two or three generations. On the other hand, the pecan tree orchard does not need constant repairs, does not

decrease in value, and costs little for maintenance. The product is not quickly perishable, and can be marketed at leisure. It is easily harvested and does not require bulky or expensive shipping conveniences."

### GREATEST INCOME FROM GROUND USED.

The pecan tree has been compared to the city skyscraper. Like the skyscraper, the pecan tree produces the highest possible income from the area of ground it covers. One acre of pecans in full bearing will pay more than forty acres of cotton. But, always keep in mind, you don't lose the use of the land for cotton or other crops until the pecan trees are paying much more than the cotton would pay.

Make your land pay you maximum returns. Plant something that will enhance the value of your land each year without continuous labor, worry, replanting each year, etc.

### ALWAYS HAVE FULL USE OF LAND.

Don't deceive yourself into believing that you would be "waiting on the pecans." If you live you will be waiting anyway, and if you die, your posterity will receive the full benefit of your wise investment. And it is better to leave a pecan grove to your family

than life insurance. With a pecan grove, the cake can be eaten and still be kept. You can will your pecan grove to your family or any member of your family, so that it cannot be sold or mortgaged, and you can feel certain that you are leaving your family permanently independent with the regular income from the pecan grove. You can plant five or ten acres for each of your young children, and feel certain that the income from the grove will educate them, send them through college, and keep them through life financially independent. Think all this over carefully. Many wise men are providing for the future in this way.

### WISE TO "WAIT?"

If the average business man were given the opportunity of buying vacant lots or farm property, and could be convinced that his investment would be worth at the end of five or six years, twenty times what it cost him, he would make every effort to buy that property, wouldn't he? And he would pay the taxes, etc., and wouldn't have any objection to "waiting" for the increased value. In fact, he does buy such property, but only with the hope of getting about 10 per cent increased value per annum, and he is mighty lucky if he gets that. A pecan grove, properly started and given ordinary care, is *certain* to enhance in value several hundred per cent per year from the day the grove is planted.

## AUTHORITATIVE STATEMENTS

### VALUE OF PECANS.

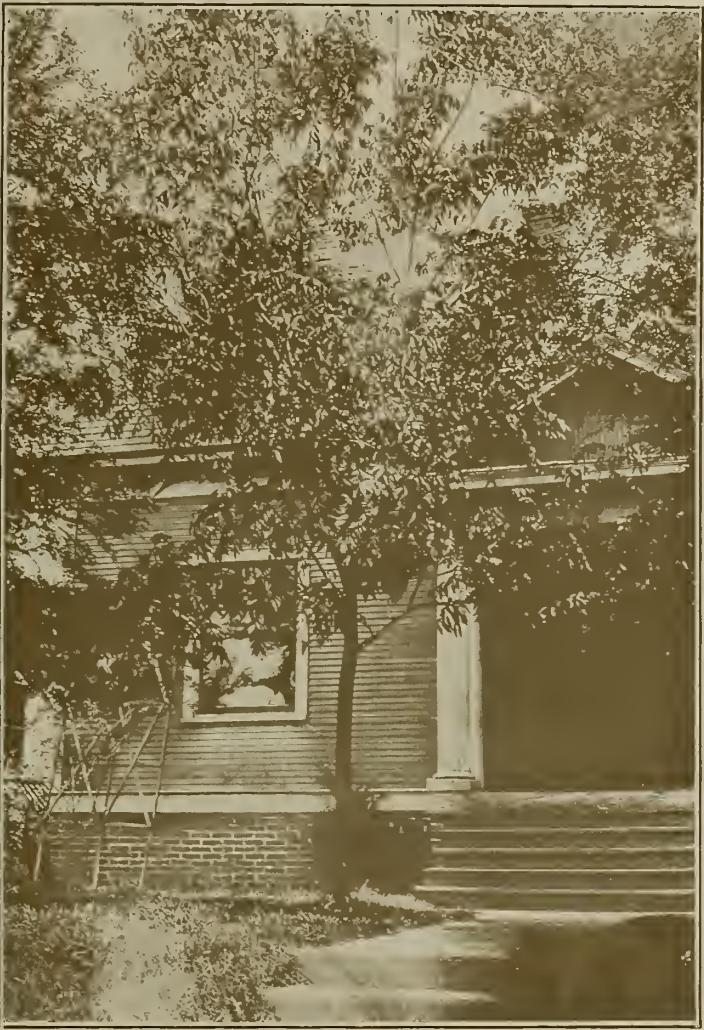
United States Agricultural Bulletin No. 30 says:

"Paper shell pecans of the improved varieties are the most nutritious as well as the most delicious nuts in the world. They are higher in food value than any other nut, either native or foreign. The demand for them is constantly increasing, and the price is advancing each year, for the demand is many times greater than the supply. . . . It is not likely that the price of paper shell pecans of the best varieties will go below 40 cents per pound during the next fifty years."

### VALUE OF GROVES.

A. G. Delmas & Sons, Pascagoula, Mississippi, owners of the famous Delmas Groves, including the eight-acre orchard that is netting close to \$1,000.00 per acre per year, writes:

"We have no pecan orchards or lands for sale, but we value the true value of a Jackson County, Mississippi, pecan orchard when properly planted, at \$300.00 per acre; at five years old, \$750.00 per acre; when seven years old, \$1,000.00 per acre; at ten years old, \$1,500.00 per acre; basing our estimate on the annual income it will produce after the fifth year."



One of Our Trees Five Years After Planting in Yard of Fred Holder, 2119  
Battery Street, Little Rock, Ark. Has Three of Our Trees in Yard. All  
Bore Four Years After Planting.



One of Our Trees in Errett B. Hamilton's Yard, 2500 State Street, Little  
Rock, Ark. Bore Five Years After Planting.

Mr. Charles E. Pabst, the famous nurseryman and orchardist, Ocean Springs, Mississippi, writes:

"We have at present on our new place fifty acres in pecans; eighteen acres are seven years old and not for sale at \$1,000.00 per acre; twenty acres are five years old, and not for sale at \$700.00 per acre; twelve acres are three years old, and not for sale at \$600.00 per acre. Any pecan acreage planted on ground properly fitted is cheap at \$250.00 per acre during the first year after the trees are planted and growing. I myself would not sell acreage at this price, as I consider the investment too valuable to sell."

Mr. Pabst has a fifteen-acre grove, twelve years old, valued at \$2,500.00 per acre. It is paying about 20 per cent per annum on this valuation.

Bulletin of North Carolina Agricultural Department No. 9, of Volume 30, says:

"Every landowner who is fortunate to live in the pecan region of the Sunny South should plant pecan trees."

A. B. Gilmore, editor of "Modern Farming," writes:

"There is an authenticated instance of a Thomasville, Georgia, grower who sold from a ten-acre pecan grove from 1911 to 1913 (two years) exactly 4,929 pounds of pecans for \$1,875.89. This grove was planted in 1905 and in 1908 (three years) the first nuts ripened. Varieties were Success, Stuart, Pabst, and Frotscher."

In other words, the sixth and seventh years' crop paid \$187.58 per acre. This, of course, is only the beginning of the bigger yields and profits to come.

## A FEW PECAN GROVE SALES AND REFUSALS OF OFFERS.

The owner of the Ramsey Grove at Albany, Georgia, refused \$80,000.00 for 80 acres. Mrs. F. D. Ramsey stated she didn't know where she could put her money to earn as much as her returns on the grove at \$1,000.00 per acre valuation.

It is said Mrs. Ramsey objected strenuously when her husband, Dr. Ramsey, made the original investment in pecan trees.

An offer was made and refused by owners of the Parker Grove

of Mitchell County, Georgia, of \$10,000.00 for a 10-acre orchard.

C. E. Pabst, Ocean Springs, Mississippi, refused \$1,500.00 per acre for a 15-acre orchard nine years old.

The Horlbeck Grove, of Charleston, South Carolina, consisting of 600 acres, was sold for \$280,000.00.

Dr. R. P. Jackson, Albany, Georgia, sold 100 acres of pecan groves three years old for \$50,000.00—\$500.00 per acre. The Jackson Pecan Company sold a 75-acre orchard for \$600.00 per acre. Trees were planted four and five years.

Many high offers are made but few are accepted. The independent and increasing income and increasing value is too attractive to part with.

## SUITABLE SOILS.

Professor H. H. Hume, one of the recognized highest authorities on the pecan industry, in his publication, "The Pecan and Its Culture," says:

"We can definitely say that the pecan will do well on alluvial river bottoms, on sandy loamy soils with a clay or sandy clay foundation, on sandy clay lands, with clay predominating, on the flat woods sandy lands so common in the Southeastern Gulf States, and on higher uplands where hickory, dogwood, holly, and oak abound."

Further:

"Choose a good sandy loam in which there is a considerable amount of humus. A subsoil containing a very considerable amount of clay is to be preferred by all means, for such a soil with intelligent management will gain rapidly in fertility. It is a fact worthy of note, however, that on extremely rich soils, the pecan will make good growth at the expense of fruit, while on lands containing less fertility, less growth is developed with a proportionately large amount of fruit."

In short, the pecan tree will grow almost anywhere any other tree will grow, except in low marshy sour soils, or soils underlaid with quicksand or solid rock. The pecan is more particular about the subsoil than the top soil. With fertilizer for the top soil up to bearing age, the pecan grove is just as successful in the sandy clay hills as in the bottom soils, requiring less care and less fertilizer, however, on good cotton soils. We all know the pecan is



Grove Owned By Charles E. Pabst, Ocean Springs, Miss. Trees Planted Eight Years. Paid \$340.00 Per Acre Eighth Year. Offer of \$1,500.00 Per Acre Refused for This Grove.

native to and succeeds in the bottom lands, being originally planted along the waterways by the Indians, and spread through the lowlands by overflows.

### RIGHT KIND OF TREES NECESSARY.

But—to make a success of a pecan orchard, you must make the right start.

First, you must buy your trees from a reliable concern. You should convince yourself through investigation that any representations made you can be depended upon to be carried out; that not only the honesty of the people with whom you deal can be relied upon, but you should know that they have had a successful experience.

### RIGHT VARIETIES.

You should be most careful of the varieties of pecans that you select. There are about one hundred varieties propagated by the various pecan nurseries, but there are not more than fifteen or twenty of these varieties that are first-class in every respect. You should select varieties that have been an unquestioned success. The ideal pecan is one of good size, running about forty and not more than fifty to the pound, well filled, meats of good quality, easily cracked, good keeping qualities, and should be a regular and prolific bearer and free from disease. There are some varieties in bearing in Arkansas and over the South now that are almost worthless. The nuts may be large, but poorly filled, and very shy bearers. Many prospective pecan investors make the mistake of basing their opinion of the fancy grafted pecans on a few of the very inferior varieties, varieties that our nurseries never even considered propagating during their thirty-five years of experience in the pecan industry.

### WRITE GOVERNMENT.

We shall be glad to furnish you a verbatim description of any varieties about which you desire to know, compiled by the United States Government, and by the National Nut Growers Association. Or, write the Agricultural Department of the Government at Washington, and ask as to the desirability of the varieties we recommend and propagate.

### BEST SIZE TREES.

You should get trees that have well developed root systems, of an age sufficient to assure the roots promptly taking hold, and sustaining the tops as well as the roots. The older the trees and the larger the size (provided the root systems are several years older than the tops, and provided the trees are properly planted) the sooner you will get pecans. We successfully transplant trees with root systems seven years or older, but for large commercial planting, we recommend the four- and five-year root systems, with tops three to six feet. The expense of the older and larger trees is usually considered prohibitive for large plantings.

### SHOULD BE GRAFTED FROM BEARING TREES.

Your trees should be grafted or budded from trees of good records, trees in good bearing. If they are grafted from trees not yet matured, the young trees will be longer reaching bearing. Grafted trees are to be preferred, when they are root-grafted, grafted several inches below the ground, as you get a tree then that is perfectly straight and smooth from the ground up, without the unsightly offsets caused by budding above the ground. Besides, pecan trees will sometimes die down, coming out above the ground, in which event you would still have a good tree if grafted below the ground, but only a practically worthless seedling if the new growth is below the bud.

### GUARANTEED TREES.

You should be guaranteed of success by the people from whom you buy. The planting of your trees should be superintended by an experienced man, assuring your trees of living and all the other advantages which proper planting gives.

They should be guaranteed to live, or have them replaced with year older trees, without cost to you. It is wise to pay the additional cost necessary to secure these guarantees and the best quality of trees, as a few cents more cost per tree in the beginning will be repaid you hundreds of times over when your trees begin to bear.



Crop of A. G. Delmas' 8 1-5 Acre Grove, Pascagoula, Miss.

Crop Sold for \$7,200.00 Cash in 1913 — About \$900.00 Per Acre. Grove "Top Grafted" in 1902.

## GOOD AND BAD NURSERIES AND AGENTS.

Finally, most important of all, after you decide just what you want and should have, don't let some agent come along and *tell* you he will do all these things, when you confront him with the fact that *we* do it. Get your guarantees in writing at the time of giving your order. Furthermore, convince yourself that the guarantees will be carried out, or have been carried out with your neighbors. Ask anyone who has bought trees from us whether or not we have carried out our contracts. Over 90 per cent of our business is being secured now from old customers. We have spent over ten years in the pecan industry, our experience covering every phase of the business. We have seen many representative business men and farmers, wise and successful in other investments and business affairs, give orders for "pecan trees," without any guarantees, and not even the size or age of the trees specified. Then when they get stung, they blame everybody in the pecan business. Be fair to yourself and to us. Sometimes these "pecan trees" are bought "cheap" (which nearly always means expensive) and sometimes the prices paid are 100 per cent higher than ours and without the full and binding guarantees that we give.

## WE HAVE PABST NURSERY OUTPUT.

We have the entire output of the Charles E. Pabst & Sons Pecan Nursery at Ocean Springs, Mississippi. Mr. Pabst has been in the pecan business thirty-five years, and was the first to successfully reproduce the large fancy pecan by root-grafting. Write the Government and ask as to the quality of these trees and the experience and reliability of Mr. Pabst.

The Mississippi Agricultural and Mechanical College, through Professor A. B. McKay, head of the Department of Horticulture, who is one of the leading authorities on the pecan industry, writes:

"If there is a more reliable, honest, and straightforward man in the pecan business in Mississippi or elsewhere than is Charles E. Pabst, I have not had the pleasure of meeting him. As to his knowledge of the pecan business, his is equal to the best. I have many times sought his advice on pecans and pecan culture, varieties, etc., and assure you that I have implicit faith and confidence in his good judgment."

## OUR TREES LIVE.

Read the letters of the representative business men, bankers, and planters quoted herein. Note that they have favored us with orders for more trees this year. Isn't this good evidence that we have carried out our contracts, and that our customers are convinced they are doing business with the right people?

If you buy trees at 10 cents each, they are expensive if they die, or fail to prove what you expect. Trees at \$5.00 each are really cheap for pecan trees if they live, and do well, and are of the best quality. Of course, they don't cost you that much. A good tree will increase in value at least \$5.00 per tree per year, according to values placed on them by all the leading authorities. At this rate of increase in value, a tree at the age of ten years after planting, would be worth \$50.00. It will pay at ten years, 30 to 50 per cent per annum on this valuation. A grove at \$50.00 per tree would be worth from \$600.00 to \$850.00 per acre, depending upon number of trees to the acre. You cannot buy a ten-year-old bearing pecan orchard anywhere at anywhere near this price. Is a pecan grove a good investment or is it not? You surely must be convinced that it is a good investment, so make your start this year. The pecan industry is in its infancy, and you will be proud to be one of the leading pioneers in the development of this industry, destined to be one of the South's greatest and most profitable.

## FUTURE DEMAND FOR THE PECAN.

We have many purchasers of pecan trees who think that because they and their neighbors are putting in a few hundred trees the market will be flooded with pecans and the prices now being obtained for the fancy pecan (from 40 cents per pound up) will be materially reduced. The present rate of planting has been going on during the last ten or fifteen years, and yet with all the increased crops of pecans, the prices on nuts according to Government Census figures have increased 46 per cent during the last ten years. We thought ten years ago the price would be reduced as the new plantings came into bearing. Now we are firmly convinced that the prices will be higher ten years from now than they are now, even if ten times as many trees as are now being planted



Mr. Pabst and Our Five-Year Nursery Stock Heeled in Ready for Shipping.



Mr. Pabst and Our Seven-Year Nursery Stock Heeled in Ready for Shipping.



J. R. Alexander's Bearing Pecan Grove, Scott, Ark. Varieties, Stuart, Pabst, Schley.



Our Young Nursery Stock. Note All Trees Tied to Stakes to Force Straight Growth.

could be had each year for planting. No matter what rate of planting goes on, the known demand is increasing many times faster.

If a bull frog in a well climbs up one foot and slips back eight feet every time he tries to get out, how long will it take him to get out. The frog is the increased crop climbing up \$250,000.00 per year, and the fall back is the increasing imports of \$2,000,000.00 per year. These figures cover the value of all sorts of nuts. The cotton belt of the South, however, has a monopoly in the successful

growing of the fancy pecan. It is estimated by well posted authorities that not over 5 per cent of the people of the United States have seen the fancy grafted pecan, and not over 2 per cent have eaten them. The exports of pecans is ridiculously small, although the export demand is astonishingly large, and we haven't yet had to advertise the pecan or try to find a market. Is it any wonder that our leading horticulturist, Luther Burbank, says we need a million times the present crop before we need to make any effort toward creating a market. In the far future, the by-products from the pecan will be important, salad oil, pecan butter, etc.

## PLANTING INSTRUCTIONS

1. Take trees out of express office promptly on arrival.
2. If planting is to be delayed longer than two weeks, unwrap trees and heel them in, covering roots thoroughly with a loamy soil. If trees left in bundle, pour water over roots every day or two; if heeled in, water about once a week. If left in bundle, place in barn, to protect trees from freezing.
3. If holes are to be dug, make them about  $2\frac{1}{2}$  feet deep, and about  $2\frac{1}{2}$  feet in diameter. If holes are dynamited, make the hole for the charge a little over two feet deep, and use a half stick of 25 per cent dynamite. Allow an hour or more for fumes to leave the hole before planting trees. Be sure to tamp bottom of hole to close any pot holes or air spaces, before placing tree in hole.
4. Never allow roots of trees to be exposed for a minute to the air or sun. Place trees in wagon or wheelbarrow when ready for planting, keeping roots thoroughly covered at all times with wet sacks, and take tree from cover only when ready to place in hole.
5. Trim off all dead roots or where bruised or broken, trimming back to fresh part.
6. Place tree in hole to a depth the same as the tree stood at the nursery. You can tell the point to set even with ground by the soil marks on the tree. If in doubt place tree an inch or two deeper rather than shallower. Plant the crook in a grafted tree just below the level of the ground.
7. Be sure the roots are kept spread out in their natural positions, as the dirt is filled in the hole, and tamp the dirt thoroughly as the hole is filled, so the soil will be in close and firm contact with the roots.
8. If fertilizer is to be used, put it in the hole after all roots have been thoroughly covered, and then tamp hole thoroughly, pouring in a gallon or two of water if soil is very dry. Finish filling in last few shovels and leave untamped or loose as you would in cultivating.
9. Stake trees with substantial stakes, placed two feet from tree. Cultivation of other crops will help the pecan trees. Hoeing around trees will help, and a handful of peas sewed inside the stakes would be of material benefit in way of fertilizer and holding of moisture, etc.
10. Write us at any time for any information or advice that you may want with reference to your pecan trees. Your success means ours, and we shall be delighted at any time to serve you.

# A Few Letters From Our Many Satisfied Customers

## PLEASANT DEALINGS.

Little Rock, Ark., May 30, 1916.

To Whom It May Concern:

Concerning the personnel of the firm of Hicks & Holder and the manner of business transacted by them, I wish to say that as Chairman of the Executive Committee of the Arkansas State Capitol Commission, I purchased fifty seven-year-old paper shell pecan trees from them. These gentlemen planted the trees (on the State Capitol grounds) in a most excellent manner, having the work done by skilled workmen in that line, and all of the trees are now living. I wish to say that they complied with every requirement of the agreement of sale of the trees or other matters concerning the contract, and that in doing this they were most agreeable and gentlemanly in their manner toward the Commission.

Respectfully,

GEORGE W. DONAGHEY.  
(Ex-Governor of Arkansas.)

## DOING STATE GOOD.

Hot Springs, Ark., May 29, 1916.

Hicks & Holder:

I desire to say that of the thirty pecan trees I bought from you, twenty-nine are living. I am glad indeed that you are fostering this pecan industry. It will be a good thing for the people who buy them and follow your instructions, and in a general way benefit the State as well. I desire to compliment you on the work you are doing.

Yours truly,

S. W. FORDYCE.  
(Capitalist.)

## LOST 3 OUT OF 1,000 IN MISSISSIPPI.

Olive Branch, Miss., August 15, 1916.

Hicks & Holder:

I am delighted to be able to state that of the thousand trees I bought from you last year, only three are dead. I had the opportunity of selling some of my acreage at \$200.00 per acre right after planting, but have decided the investment too valuable to part with.

Yours truly,

W. M. WOODSON.  
(Cotton Business, Memphis.)

## RELIABLE.

Little Rock, Ark., June 14, 1916.

Hicks & Holder:

It gives me pleasure to state that the pecan trees purchased from you are all alive and doing nicely. I am perfectly satisfied that you will faithfully carry out your contracts.

Yours truly,

CARROLL D. WOOD.  
(Judge of Supreme Court of Arkansas.)

## LOST FEW OUT OF 500.

Helena, Ark., August 15, 1916.

Hicks & Holder:

Of the 500 trees you planted for me from your nursery last season, only a few have died. I am ordering 500 more from you for this fall's planting.

Yours truly, C. L. POLK, JR.  
(Planter.)

## LOST 2 OUT OF 510.

Des Arc, Ark., July 8, 1916.

Hicks & Holder:

Answering your inquiry regarding the 510 pecan trees we bought from you last spring, we take pleasure in being able to say that we have lost only two trees. Needless to say, this is a much better record than we expected, and we are planning to put in later from 500 to 1,000 trees more.

Yours truly,

B. B. BETHELL & SONS.  
(General Merchants.)

## SURPRISED AT SUCCESS.

Lonoke, Ark., May 17, 1916.

Hicks & Holder:

Inclosed find check in payment for one-half of purchase price of 200 pecan trees, five to six feet, for this fall planting. I am highly pleased with the 130 trees I purchased from you last fall. Every tree seems to be coming out fine and doing especially well. When I purchased these trees I confess I was somewhat skeptical as to whether or not more than 50 per cent would live, and am agreeably surprised in not losing any of them.

Yours truly,

THOMAS C. TRIMBLE, JR.  
(Attorney.)

## ENTIRELY SATISFACTORY.

Monticello, Ark., August 25, 1916.

Hicks & Holder:

Replying to your inquiry of recent date, beg to advise that all of the pecan trees I bought of you last spring are living and look flourishing. They are all entirely satisfactory. I expect to put out a good many more trees either this fall or in the spring, and shall certainly send you my order when I get ready to buy.

Yours truly,

PATRICK HENRY.  
(Attorney.)

## ALL LIVED.—HILLY GRAVEL LAND.

Hot Springs, Ark., May 17, 1916.

Hicks & Holder:

I am certainly well pleased with the 225 five-year-old grafted paper shell pecan trees I bought from you last winter. Every tree is living and doing fine. They are showing up much better than I expected. Please enter my order for 100 more for December delivery. I inclose check in payment for same.

Yours truly,

HENRY C. MATHIES.  
(Hardware.)

## OVERFLOWED BUT LIVED.

Des Arc, Ark., May 18, 1916.

Hicks & Holder:

Last winter I bought 50 pecan trees from you and planted them as an experiment on a piece of land near Des Arc which is subject to overflow waters from the White River. The trees were planted in February and in a few days after they were in, an overflow came and completely covered the trees for a period of two or three weeks. I didn't expect any of the trees to live, but an examination of them today shows every tree living and have grown from two to six inches. Am well pleased with my success and your trees and am inclosing order with check for 100 more. Expect to plant several hundred more.

Yours truly,

A. L. ERWIN.  
(President of Bank, and General Merchant.)

### PUTTING IN 80 ACRES.

Marvell, Ark., June 20, 1916.

Hicks & Holder:

During last season we bought from you 141 pecan trees, five years old, and they were planted under your supervision on our farm near Trenton last January. All the trees are living and in first-class condition. Today we are handing you our order for 710 more trees. We inclose check in payment on the 710 trees.

Yours truly,

KROW & NEUMANN.  
(General Merchants.)

### RECOMMENDS US.

Marvell, Ark., June 20, 1916.

Hicks & Holder:

Last January I planted 100 grafted pecan trees, purchased from you, and am glad to say that every tree is now living and have every indication of being vigorous. I recommend you to anyone who wants to buy pecan trees that live.

Yours truly,

ERIC HIRSCH.  
(Merchant.)

### ALL LIVED.

Holly Grove, Ark., June 19, 1916.

Hicks & Holder:

In reply to your inquiry as to condition of pecan trees set out last spring that I bought of you, will say that all are doing nicely with fair amount of growth. Am ordering 125 more of the same trees for this fall delivery, and am handing you my check in part payment.

Very truly yours,

JUNE DAVIDSON.  
(Ties and Piling.)

### WELL PLEASED WITH SUCCESS.

Keo, Ark., May 16, 1916.

Hicks & Holder:

The 100 pecan trees I bought from you last fall and set out under your supervision in February, are all living and doing nicely. I am well pleased. I am giving you my order for 375 more trees for this fall delivery, and inclose check in full payment herewith.

Yours truly,

SAM C. COBB.  
(Merchant and Planter.)

### 100 OUT OF 100 LIVED.

Little Rock, Ark., July 17, 1916.

Hicks & Holder:

I bought 100 pecan trees from you last fall and the last time I was down on the place I looked them over and was surprised to find not a one dead. All seem to be in a healthy condition.

GORDON H. CAMPBELL.  
(General Agent Aetna Life Insurance Company.)

### WENT TO OUR NURSERY.

Helena, Ark., July 12, 1916.

Hicks & Holder:

We bought 250 pecan trees from you last fall. It gives me pleasure to state that all are living with exception of a few which under your contract you will replace next fall.

LEE PENDERGRASS.  
(Cotton Commission Merchant.)

(Mr. Pendergrass made a trip to our nursery and was thoroughly satisfied as to quality of our stock, etc.)

### ALL LIVED.—DOUBLED ORDER.

Helena, Ark., July 26, 1916.

Hicks & Holder:

Of the 250 pecan trees I bought from you last fall, all are living and doing nicely. Inclosed find order for 250 more for next winter planting.

E. M. ALLEN.  
(Insurance, and Secretary Business Men's League.)

### ALL LIVED.

Clarendon, Ark., July 7, 1916.

Hicks & Holder:

All the pecan trees I purchased from you last fall are living. Book me for 50 more for this fall shipment. Inclose check for half payment.

Yours very truly,  
PARKER C. EWAN.  
(Planter.)

### PROMINENT PLANTER ORDERS MORE.

Scott, Ark., July 6, 1916.

Hicks & Holder:

I am pleased to advise that of the 120 pecan trees, you planted for me last winter, all are living and doing exceptionally well, with exception of two or three, which under your contract you will replace without cost to me this fall. Am handing you herewith order for 200 more, with check for half payment.

Yours truly,  
JOHN M. PEMBERTON.  
(Planter.)

### 99 OUT OF 100 LIVED IN GEORGIA.

Dennis Station, Ga., July 15, 1916.

Hicks & Holder:

In answer to your inquiry of recent date, will say that 99 of the 100 trees planted are living and doing fine.

CHARLES LAWRENCE.  
(Planter.)

### SATISFIED CUSTOMERS.

Pine Bluff, Ark., October 10, 1916.

Hicks & Holder:

We only lost two of the 50 trees we purchased from you last season. We are pleased with the growth of our trees and with the investment. We are planning putting out more trees later.

R. H. M. MILLS & SONS.

### SATISFIED WITH OUR GUARANTEE.

Jacksonville, Ark., May 14, 1916.

Hicks & Holder:

Of the 106 trees I bought from you last winter all grew out but a few, which you have contracted to replace for me without charge this year. Am inclosing you order for 100 more of the same size trees, and inclose check in full payment.

Very truly yours,  
P. W. DUPREE.  
(Merchant and Planter.)

### NEVER SAW BETTER PACKING.

Des Arc, Ark., August 14, 1916.

Hicks & Holder:

Answering your inquiry regarding the 150 pecan trees I bought from you last winter, I take pleasure in stating that every tree is living and flourishing. I was unfortunate in losing my tenant and my trees were neglected but their growth proves the quality of the trees and the ease of developing a pecan orchard. The trees were in the express office for over a month before they were planted, and I did not expect any to live, but when we opened the bundles was surprised to find that the splendid packing, the Spanish moss with straw surrounding this and burlap over the roots and tops of trees, had kept them in perfect condition. I never saw nursery trees of any sort so well packed. Am handing you my order for 100 more six-year-old trees for this fall planting.

Very truly yours,  
EARL B. FRAZIER.  
(Gas Arc Light Company, Little Rock.)

## COTTON AND PECANS



VERY high average for cotton profits during the past ten years is \$25.00 per acre per year. Why not plant pecan trees in your cotton and continue to get your \$25.00 per acre from your cotton for ten years and then get \$250.00 per acre from your pecans? The trees are planted 50 to 60 feet apart and will not interfere materially with the growth of cotton until the pecan crop is paying several times the profits from the cotton crop. You would not be waiting on the pecans. You would be carrying out your present cotton-raising plans. In six years the pecans will pay more than cotton. Stake your trees according to our instructions, and you can then practically forget your pecan trees as tenants nor stock can hurt them.

If you want your land to pay you its maximum profits with least effort or worry upon your part, or if you are not raising cotton from a purely sentimental standpoint, why don't you plant a pecan grove—and do it this year? You have no doubt been "thinking about it" for years. Others have made fortunes from pecan groves, and you can, too.

There is no question about future good prices and indications are that the demand will always be greater than the supply.

Your cotton land at the end of ten years would be worth say \$100.00 per acre. Your pecan groves would be worth \$1,000.00 per acre. Can you beat the pecan tree investment?

Buy your trees from us and we guarantee your success.

### A FINAL WORD

Almost everyone who owns land has at one time or another seriously "figured" on planting pecans, but while they figured the years rolled on, and procrastination, the thief of time, robbed them of the fine grove that might have been. Now, as you read these last words, *act* on the impulse to have a grove, by ordering your trees, and do it *now*. No one ever regrets planting pecan trees. Their only regret is that they didn't plant more of them—years ago.



Pabst



Success

## PRICE LIST PEDIGREED, BRED-UP, ROOT-GRAFTED, PAPER SHELL PECAN TREES

Stuart

Guaranteed to live. Planting of orders for 10 acres or more superintended. Liberal discount allowed if planting superintendence and guarantees are not desired.

Age Root System	Height.	Rate Each.	10	100	1,000
3 years	1 to 2 ft.	\$1.25	\$1.00	\$0.75	\$0.60
3 years	2 to 3 ft.	1.50	1.25	1.00	.75
4 years	3 to 4 ft.	1.75	1.50	1.25	1.00
5 years	4 to 5 ft.	2.00	1.75	1.50	1.25
5 years	5 to 6 ft.	2.25	2.00	1.75	1.50
6 years	6 to 7 ft.	2.40	2.40	2.15	1.85
7 years	7 to 8 ft.	2.50	2.50	2.25	2.00
7 years	8 to 9 ft.	3.00	3.00	2.75	2.50

TRUSTIN C. HICKS

FRED HOLDER

HICKS & HOLDER PECAN COMPANY  
812-814 Southern Trust Building  
LITTLE ROCK, ARK.



Schley



Van Deman